Direct-to-consumer (DTC) Laboratory Testing Market by Application (Genetic Testing {Ancestry, Carrier Status, Disease Risk [Cancer, Neurological, Cardiac]}, Diabetes, COVID, STD, Routine, CBC), Sample Type (Saliva, Urine, Blood)—Global Forecast to 2030

https://marketpublishers.com/r/DC40B0D0EDBAEN.html
Date: May 2023
Pages: 209
Price: US$ 4,175.00 (Single User License)
ID: DC40B0D0EDBAEN

Abstracts

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The global DTC laboratory testing market is projected to reach $7.92 billion by 2030, at a CAGR of 10.9% from 2023 to 2030.

Following a comprehensive primary and secondary study and an in-depth analysis of the market scenario, this report provides the key drivers, constraints, challenges, and opportunities of the industry. This market is driven by the increased consumer awareness regarding personal health management. Consumers can order a DTC lab test directly without consulting their healthcare provider and get results, allowing them to monitor & manage their health & wellness.

Furthermore, the growing adoption of telehealth, the rising popularity of DTC laboratory testing in emerging economies, and the increasing penetration of DTC pharmacogenomic testing provide a significant growth opportunity for this market. However, sample integrity and interference issues, regulatory concerns, the lack of reimbursements, and the lack of extensive test portfolios compared to conventional laboratory testing may restrain the growth of this market. Additionally, the concerns regarding the security and privacy of genomic data, misinterpretation of test results, and

the lack of professional medical counseling pose a major challenge for the players operating in this market.

Based on application, in 2023, the genetic testing segment is expected to account for the largest share of the DTC laboratory testing market. The genetic testing segment is further segmented into ancestry/genealogy, disease risk assessment, carrier status, and other genetic tests. In 2023, the ancestry/genealogy segment is expected to account for the largest share of the global direct-to-consumer genetic testing market. Factors such as increased consumer interest & curiosity regarding ancestry, technological advancements to make genetic testing accessible, strong advertising & marketing by the companies, high racial diversity and interracial mix in some countries, and the advantages such as convenience & accessibility are driving the growth of this segment.

Based on sample type, in 2023, the blood segment is expected to account for the largest share of the DTC laboratory testing market. The large market share of this segment is attributed to the demand for tests that require blood samples and the advantages of blood samples in obtaining reliable results in a wide range of test portfolios.

An in-depth analysis of the geographical scenario of the global DTC laboratory testing market provides detailed qualitative and quantitative insights for the five major geographies (North America, Europe, Asia-Pacific, the Middle East & Africa, and Latin America) along with the coverage of major countries in each region.

In 2023, North America is expected to account for the largest share of the global DTC laboratory testing market, followed by Europe, Asia-Pacific, Latin America, and the Middle East & Africa. Asia-Pacific is expected to be the fastest-growing region of the global DTC laboratory testing market.

The key players operating in the global DTC laboratory testing market are Quest Diagnostics Incorporated (U.S.), Laboratory Corporation of America Holdings (U.S.), 23andMe Holding Co. (U.S.), Myriad Genetics, Inc. (U.S.), Everlywell, Inc. (U.S.), DirectLabs, LLC. (U.S.), Ancestry.com, LLC (U.S.), MyMedLab, Inc. (U.S.), ANY LAB TEST NOW (U.S.), Thorne HealthTech, Inc. (U.S.), and LetsGetChecked, Inc. (U.S.).

Other than these, there are several regional players such as Color Health, Inc. (U.S), Laboratoire CERBA (France), MyHeritage Ltd. (Israel), Genova Diagnostics Inc. (U.S.), Gene by Gene, Ltd. (U.S.), Metropolis Healthcare Limited (India), Vitagene (U.S.), SRL Limited (India), Hirotsu Bio Science (Japan), Ambry Genetics Corporation (U.S.),

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Mapmygenome India Limited (India), FamilyTreeDNA (U.S.), Genera (Brazil), Veritas Intercontinental (Spain), Medichecks.com Ltd. (U.K.), EasyDNA (U.S.) (Subsidiary of Genetic Technologies Limited (Australia), Cerascreen Biotech LLC (U.K.), and Living DNA Ltd (U.K.).

Scope of the Report:

DTC Laboratory Testing Market, by Application

- Genetic Testing
  - Ancestry/Genealogy
  - Disease Risk Assessment
    - Cancer
    - Cardiovascular Diseases
    - Neurological Diseases
    - Other Diseases

(Note: Disease risk assessment testing for other diseases includes celiac disease, alpha-1 antitrypsin deficiency, factor XI deficiency, glucose-6-phosphate dehydrogenase deficiency, etc.)

  - Carrier Status
  - Other Genetic Tests

(Note: The other genetic tests majorly include direct-to-consumer genetic testing for pharmacogenomics, skin care DNA tests, and nutrigenomic testing)

- Routine Clinical Testing
- Diabetes Testing

COVID-19

Sexually Transmitted Disease Testing

Thyroid Function Testing

Other Applications

(Note: The other applications segment comprises drug screening, infectious disease testing (Tuberculosis, Chicken Pox, Measles, Mumps, Rubella, UTI), allergy testing, fertility, pregnancy and nutritional testing)

DTC Laboratory Testing Market, by Sample Type

Blood

Saliva

Urine

Other Sample Types

(Note: The other sample types segment comprises stool, nasopharyngeal swab, vaginal swab, buccal swab, and semen)

DTC Laboratory Testing Market, by Geography

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Spain

Rest of Europe (RoE)

Asia-Pacific (APAC)

Japan

China

India

Rest of APAC (RoAPAC)

Latin America

Middle East & Africa

Contents

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List Of Tables

LIST OF TABLES

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List Of Figures

LIST OF FIGURES

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